

ABSTRACT

Telkomsel as a telecommunication operator with the largest share in Indonesia today has participated in coordinating digital era development into its business by making its vision to become a service provider and solution of reliable world-class digital mobile lifestyle. Besides innovation and improvement in its business core as a cellular operator, Telkomsel also improves its services to customers with improvement and refinement in the location of customer touch point services such as in Grapari. In order to do shifting conventional services towards digital services, In 2015 Telkomsel presented a self-service machine named MyGrapari which is placed in Grapari outlets in all regions in Indonesia.

Through this research, MyGrapari users' perceptions are measured regarding variables in the model used in this research, namely modified UTAUT2. In addition, this present research also evaluates the factors that give positive and significant influence on the decision of using MyGrapari, by explaining the relationship between the variables of performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, habit and trust on the variables of behavior intention and use behavior. This research also examines the influence of age and gender as the moderating variables on adoption of MyGrapari by customer.

The method of data collection was done through distributing the questionnaires using the googledocs and hardcopy to 446 respondents with a minimum of 1 time using MyGrapari in the last 3 months from the date of filling out the questionnaires. From the questionnaires distributed, 323 valid questionnaires were obtained then 300 samples were chosen through simple random sampling technique. Meanwhile, to interpret and analyze data in this research, the Structural Equation Model (SEM) technique was employed.

Based on the results of data analysis and processing, show that user perceptions of performance expectancy variables, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, trust and behavior intention show high values, meaning that they show good perceptions of these variables. In addition, it was found that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit and trust simultaneously affected behavior intention in adopting the use of MyGrapari by 47.1%, while the remaining 52.9% was explained by other variables outside this research and 4 variables that have a significant and positive influence on behavior intention are performance expectancy, effort expectancy, facilitating condition, and hedonic motivation with the greatest influence on the variable facilitating condition.

Keywords: *Telkomsel, UTAUT2, Behavioural Intention, Use Behaviour*